



THE CITY OF SAN DIEGO **MANAGER'S REPORT**

DATE ISSUED: October 15, 2003 REPORT NO. 03-204

ATTENTION: Land Use and Housing Committee
Agenda of October 22, 2003

SUBJECT: General Plan Work Program Status Report

REFERENCE: Manager's Report No. 03-019

SUMMARY

THIS IS AN INFORMATION ITEM ONLY. NO ACTION IS REQUIRED ON THE PART OF THE COMMITTEE, THE PLANNING COMMISSION, OR THE CITY COUNCIL.

BACKGROUND

On February 12, 2003, the City Council Committee on Land Use and Housing approved the General Plan Work Program as the initial step toward implementing the Strategic Framework Element and Action Plan and City of Villages Strategy. The work program prioritized major activities as follows:

1. **Existing Conditions Data Collection** - Create a GIS database of existing conditions citywide for use in all future analysis.
2. **Pilot Village Program Implementation** - Partner with San Diego communities to demonstrate the City of Villages concept in approximately three discreet locations.
3. **General Plan Update** - Update the balance of the City's 1979 General Plan to reflect the Strategic Framework Element.
4. **Community Planning Programs** - Revise the community plan update process and criteria for prioritizing community plan updates.
5. **Facilities Financing Strategy** - Work with the City Manager to identify a broad range of community needs and link the needs to potential funding sources.

In addition to the prioritization, the Committee also asked that the General Plan elements be brought together for approval at the same time as opposed to a staggered approval process. A detailed description of each of the activities is provided in Attachment 1. A long range timeline is provided in Attachment 2.

DISCUSSION

Since the Land Use and Housing Committee meeting of February 12, 2003, substantial progress has been made in each of the priority activity areas and a public outreach and involvement strategy developed to support the overall work program. The following discussion provides the highlights of what has been achieved and identifies immediate next steps.

The Existing Conditions Data Collection effort is on schedule to be completed by August 2004. The table below provides a status of where we are today. The success of this effort is largely due to extensive coordination with other City departments and the assistance of community planning group members who have spent hours in meetings and in the field verifying data.

**Existing Conditions Data Collection by Community
Status Table**

Data Collection Complete (as of October 2003)	Data Collection in Process	Next Phase (January 2004)
Uptown	City Heights	Barrio Logan
Ocean Beach	Eastern Area	Clairemont Mesa
Kearny Mesa	Encanto Neighborhoods	Greater Golden Hill
	College Area	Midway-Pacific Highway
	Greater North Park	Scripps Miramar Ranch
	Kensington-Talmadge	Tierrasanta
	Linda Vista	University
	Normal Heights	
	Mira Mesa	
	Mission Valley	
	Otay Mesa	
	Southeastern San Diego	
	San Ysidro	

The Pilot Village Program is well underway and provides an excellent opportunity for the City to partner with communities to demonstrate the City of Villages concept. The application period opened in January 2003 and was completed in March 2003. In May 2003, after City Manager review of the applications submitted, Mayor Murphy and Councilmember Atkins announced a shortlist of seven applicants who were invited to prepare a second phase proposal. The second submittal is due October 31, 2003. Planning staff has been working individually with the applicant teams to assist in the preparation of the next submittal which has included facilitating meetings with other City departments, assisting with public workshops, providing design assistance and reviewing draft application packages. The proposals will be displayed in the City Administration Building lobby in January 2004, just prior to the Planning Commission consideration. The City Council will select the final Pilot Villages in February 2004.

The General Plan Update process involves updating and consolidating fourteen elements and preparing two new elements, the Land Use and Economic Prosperity elements. The end result will be a concise eight elements that constitute a comprehensive, user-friendly General Plan. A sample

format for the General Plan elements has been designed based upon a review of other cities' general plans and interviews with experts in the planning field (see Attachment 5). The General Plan update is on schedule for City Council consideration in November 2005. Planning staff has drafted outlines for each of the eight elements which are posted on the City of Villages web site. Additionally, the key policy issues that will be addressed in each element have been identified and are included in the General Plan Work Program Status Report (see Attachment 1). Initial issues meetings with other City Departments, agencies, and stakeholder groups have also been conducted for each element. Due to staffing limitations, work on the General Plan will be staggered, focusing on four elements in the beginning and concluding with the other four near the end of the process.

General Plan Element Update Status Table

New Element Name	Current Element(s)	Work Completed and Associated Issues
Mobility	Transportation	<ul style="list-style-type: none"> ✓ Partial drafts distributed ✓ Public forum held 9/25/03 ✓ Interest group meeting(s) held ✓ PC/LU&H Workshop 10/22/03 * Tandem Parking
Conservation	Conservation Energy Open Space Cultural Resources	<ul style="list-style-type: none"> ✓ Partial drafts distributed ✓ Public forum planned 12/10/03
Economic Prosperity	Commercial Industrial Redevelopment	<ul style="list-style-type: none"> ✓ Public forum held 6/25/03 * Employment/Residential Collocation * Big Box Ordinance * Community Impact Report Policy
Land Use	Strategic Framework All community plans	<ul style="list-style-type: none"> ✓ PC/LU&H Workshop 10/22/03
Public Facilities, Services, and Safety	Public Facilities, Services and Safety Seismic Safety	Initial work completed- next steps will occur mid 2004.
Recreation	Recreation	Initial work completed- next steps will occur mid 2004.
Urban Design	Urban Design	Initial work completed- next steps will occur mid 2004
Housing	Housing	Initial work completed- next steps will occur mid 2004 * AHTF Recommendations

* Denotes issue not anticipated as part of the General Plan Work Program in February 2003.

At the direction of City Council, several issues have been added to the General Plan Work Program since February 2003 which has resulted in a slight delay on work on the General Plan elements. The issues are identified in the table above with an "*" and described in the following paragraphs. To the extent possible, staff is working on the issues in the context of the General

Plan so that relevant policy will be translated into the appropriate General Plan elements.

In the context of the Land Use and Economic Prosperity elements, Planning staff is drafting a Council Policy on industrial-residential collocation. Council has directed staff to prepare a City Council Policy that would establish criteria by which industrial-residential collocation and conversion proposals are evaluated in response to several proposed projects in San Diego's industrial communities. The Council Policy will serve as an interim tool until the criteria are incorporated into the General Plan. Also at the direction of City Council, Planning staff is working on both a Large Retail Establishment Ordinance that would regulate large retail development in the City of San Diego and an outline for Community Impact Reports that would assist communities and decision-makers by providing economic and fiscal impacts related to major development proposals.

Additionally, Planning staff has been directed to assist with reviewing and implementing recommendations from the Affordable Housing Task Force and issues related to tandem parking which have taken away staff from working on General Plan elements. Additional information on all of these issues is provided in Attachment 1 and a short range timeline included in Attachment 3.

The two Community Planning Programs that are being revised in this effort relate to the community plan amendment and update process. Following the joint workshop discussion on October 22, 2003, staff will prepare a draft Council Policy for public review and discussion that will provide a revised process for community plan amendments and a process for prioritizing future community plan updates.

The Financing Strategy for public facilities and infrastructure will be updated as a result of analyzing the data collected in the Existing Conditions Data Collection effort. Additionally, the Planning Department has amended and/or updated fourteen existing facilities financing plans in the last year and is scheduled to update nine more this year to reflect current year cost estimates and inflation rates. Planning staff is also working with Governmental Relations to seek state and federal funds to support the Pilot Village Program and the City of Villages effort as a whole.

Public Outreach and Involvement

The public outreach and involvement effort for the General Plan has moved into a new stage. The first stage focused on the development of a citywide vision and strategy for future growth which resulted in the adoption of the Strategic Framework Element and Action Plan and City of Villages Strategy. During the three-year process, the public was invited to attend a variety of meetings and forums, participate on the 50-person citizen committee, and view the latest developments through the website or on TV 24. Today our focus is toward putting the vision into motion. As such, public involvement remains a vital component of the General Plan Work Program and many of the strategies used in the Strategic Framework process will be utilized. However, there are three modifications that have been made based upon public input during the Strategic Framework hearing process and reflecting a focus toward policy implementation.

1. A shift from standing citizen committee meetings and public workshops to ad hoc interest group meetings and a quarterly public forum series "From Controversy to Solutions" that relate to specific issues in each of the General Plan elements.

2. Moving from presentations to the Community Planners Committee (CPC) to presentations and direct contact with individual community planning groups.
3. Changing from hard copy mailings to extensive electronic communications.

A full description of the components of the public involvement and outreach effort is provided in Attachment 4.

CONCLUSION

Planning staff has made substantial progress in implementing the General Plan Work Program as directed by Land Use and Housing, giving highest priority to the Existing Conditions Data Collection effort, implementing the Pilot Village Program, updating the General Plan, revising the community plan amendment and update process, and updating the public facilities financing strategy. While the General Plan update remains on schedule for Council consideration in November 2005, any additional items added to the work program could result in a delay.

The public outreach and involvement effort that has been established for the General Plan process draws upon the successes and challenges encountered in the Strategic Framework effort. While many of the innovative techniques initiated during the Strategic Framework process will continue, there will be a greater emphasis placed upon issues meetings and forums, direct contact with community planning groups, and electronic communications.

In accordance with the City Council adopted Strategic Framework Action Plan Monitoring Program, the Planning Department will be providing an annual report to the Planning Commission and City Council in 2004 for discussion and direction on key implementation measures.

Respectfully submitted,

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Planning Director

Approved: P. Lamont Ewell
Assistant City Manager

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Attachments: [1. General Plan Work Program Status Report-September 2003](#)
[2. General Plan Work Program Long Range Timeline](#)
[3. General Plan Work Program Short Range Timeline](#)
[4. General Plan Public Outreach and Involvement Strategy Highlights](#)
[5. Sample General Plan Element Format](#)